



## esmi Skin Minerals Australia

How esmi Australia tripled  
average customer spend, and  
increased customer conversion  
with LoyaltyLion



convertdigital 



### About esmi Skin Minerals Australia

esmi Skin Minerals offers a range of best-selling, vegan, cruelty-free, and Australian-made makeup and skincare. Their range of high-quality products leaves a softer imprint on both their customer's bodies and the natural world.

### Challenges and goals

The impact of a global pandemic has accelerated the growth of the **cosmetics ecommerce** market. As people place greater importance on self-care and well-being, skin-care, hair-care, and bath-and-body products have all benefited from an uptick. This has also been coupled with increasing awareness of the impact of cosmetic products on the environment as users seek more eco-friendly products.

Australian brand, esmi Skin Minerals' high-converting website has grown in leaps and bounds since its migration to Magento 2 in October 2019. Today, it continues to attract high global traffic and maintains a strong customer base.

With more consumers being forced to shop online, cosmetics brands have had to increase digital marketing efforts, from digital PR to working with influencers. This has made a competitive space even tougher.

**esmi Australia responded to this challenge by working together with Convert Digital and LoyaltyLion to:**

- Increase conversion rates and realize a return on investment quicker by rewarding customers for their loyalty
- Drive customer engagement and loyalty by rewarding customers for their interactions with esmi Australia
- Gathering more reliable insights and using their customer loyalty data to personalize interactions and emails

## A loyalty-led solution

Having worked with LoyaltyLion on many projects, Convert Digital knew we were the right partner to deliver on esmi Australia's goals.

We were selected as the preferred loyalty partner because of the comprehensive customer insights generated and displayed within our platform, our market-leading integrations with Klaviyo and Zendesk and Magento 2, and the advanced customization of rewards and activities available through our API. esmi Australia knew that they would receive the highest level of loyalty expertise working with LoyaltyLion.



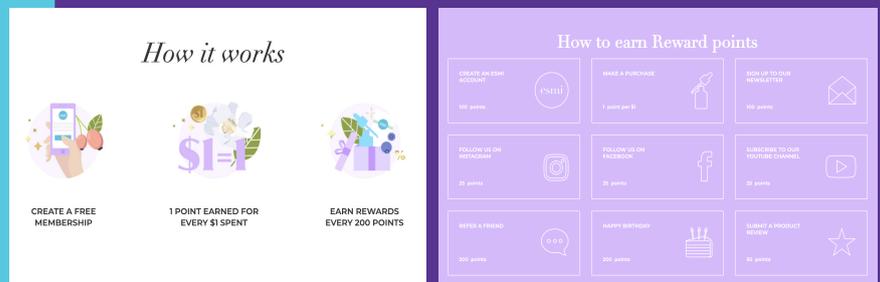
### Why LoyaltyLion?

We chose LoyaltyLion to power our esmi Rewards program because it's easy to use and the scope of features it provides as a loyalty platform means we can customize the experience to suit our requirements. It also fits seamlessly into our tech ecosystem as it offers out-of-the-box integrations for the tools that are already a part of our day-to-day.

Jaylon Martin, Ecommerce Manager

esmi Australia worked with Convert Digital and LoyaltyLion to build a **unique loyalty program** that includes:

- An integrated, on-brand loyalty program page with explainer and dedicated URL
- Loyalty points in exchange for completing on-site activities, along with points for custom activities such as subscribing to their YouTube channel
- Program tiers to gamify the loyalty experience and entice customers to purchase often to unlock tier-specific benefits
- Loyalty emails that are personalized and automated with loyalty data
- Upgraded customer service experiences using loyalty points to resolve customer issues via integration with Zendesk



## Implementation and onboarding

With years of experience in building effective loyalty programs via LoyaltyLion, Convert Digital worked with esmi Australia to:

- Understand their requirements in terms of tiers, points, terms, and conditions
- Select and set up the right advanced features such as Tiers including a hidden tier, automated LoyaltyLion emails, and an Integrated Loyalty Page
- Develop custom rewards via LoyaltyLion's API
- Design an on-brand and user-friendly loyalty program experience



### Why Convert Digital?

Convert Digital helped us plan the finer details of the rewards program and aided us in successfully implementing our vision. They made the technical process much smoother because of their previous experience building a LoyaltyLion program on a Magento 2 store.

Jaylon Martin, Ecommerce Manager

With planning complete, Convert Digital then worked with LoyaltyLion on the technical implementation of the program, including UAT and rigorous testing with internal teams.

A dedicated onboarding manager was assigned and provided training on how to manage the program on an ongoing basis. Ongoing support was also provided through a dedicated onboarding Slack channel. This training and support gave esmi Australia's team the confidence they required to execute loyalty-led marketing campaigns with LoyaltyLion emails and start using customer loyalty data while answering queries through Zendesk.

esmi Australia's loyalty program was initially soft-launched, then released to all customers with the support of a substantial marketing campaign. The program launched on time and with minimal disruption to the esmi Australia team thanks to the combined loyalty and technical expertise of LoyaltyLion and Convert Digital.

Once live, esmi Australia was given access to priority support via email, and assigned a Customer Success Manager as the main point of contact, who continues to work with them to keep their loyalty program optimized and delivering on the agreed goals.

## Continuous optimization and results

In just 12 months, esmi Australia's loyalty program delivered:

- **Enrolment of 58%** of their customer base
- A **2x increase** in loyalty program member average spend
- Redeeming members spending on average of **3x more** than non-members
- Drop-off rates for first to second purchase of **43%** for loyalty program members, compared to **75%** for non-members

Via quarterly business reviews and day-to-day sharing of best practices and new features, esmi Australia will continue to work with their dedicated Customer Success Manager to optimize their loyalty program, maximize the return on their investment, and better keep in touch with their customers.

They are among the first stores to implement the latest features from our market-leading integration with **Klaviyo**, which allows them to use loyalty data and segmentation to trigger emails when a customer has a reward available, moves up a tier, or becomes at-risk.

**Convert Digital** is a platform-for-purpose ecommerce agency founded in 2014 with offices in Melbourne, Sydney, Brisbane and Auckland. They design, develop and optimize websites across Shopify Plus, Adobe Commerce (Magento), commercetools, and BigCommerce, with a focus on creating beautiful online experiences that your audience will love.



**LoyaltyLion** is a data-driven loyalty and engagement platform that fuels ecommerce growth. We power loyalty programs for thousands of fast-growth ecommerce merchants worldwide on platforms including Shopify, Magento, and BigCommerce.

[loyaltylion.com](https://loyaltylion.com)